

AMENDMENT TO THE CLAIMS:

Please amend Claim 39 as follows:

Claims 1-38 (canceled)

Claim 39 (currently amended): A retail-based consumer product information search and delivery system for installation installed in a retail store environment and driven by a manufacturer-managed Internet-based consumer product information management and delivery network, said retail-based consumer product information search and delivery system comprising:

a subsystem of shelves for supporting one or more UPN-encoded UPN-labeled consumer products; and

a plurality of Web-enabled Internet-enabled bar code symbol driven consumer product information kiosks operably connected to the infrastructure of the Internet, and mounted relative to said subsystem of shelves, and configured for reading UPN-encoded symbols on said UPN-encoded UPN-labeled consumer products and automatically linking to displaying a plurality of URLs pointing to one or more Web-based documents consumer product information resources on the WWW Internet that have been linked to the read UPN, by the manufacturer of the consumer product and/or agents an agent thereof using a manufacturer-operated client computer subsystem connected to the infrastructure of the Internet and having electronic data interchange capabilities;

wherein said manufacturer-managed Internet-based consumer product information management and delivery network enables manufacturers and/or their agents to manage and deliver manufacturer-specified consumer product information resources to consumers having access to any one of said plurality of Internet-enabled consumer product information kiosks installed within said retail store environment, and

wherein said manufacturer-managed Internet-based consumer product information management and delivery network comprises:

a relational database accessible by the manufacturer of a plurality of UPN-labeled consumer products offered for sale within said retail store environment, or by an agent thereof, for storing therein information elements representative of

(1) a plurality of universal product numbers (UPNs) assigned to a plurality of UPN-labeled consumer products manufactured by said manufacturer and registered with said

relational database, and

(2A) a trademark (TM) symbolically linked to each said UPN,

(2B) a product description (PD) symbolically linked to each said UPN, and

(2C) one or more uniform resource locators (URLs) symbolically linked to each said UPN,

wherein each said URL specifies the location of a consumer product information resource located on the Internet related to one of said plurality of UPN-labeled consumer products registered with said relational database by said manufacturer, and

wherein a UPN/TM/PD/URL data link is created and maintained in said relational database for each UPN-labeled consumer product registered with said relational database by the manufacturer;

an Internet information server, operably connected to the infrastructure of the Internet and said relational database server, and being capable of servicing a request made by one or said Internet-enabled consumer product information kiosks, for information on the Internet about one of said plurality of UPN-labeled consumer products registered with said relational database by said manufacturer;

a plurality of Internet-enabled product information servers, each operably connected to the infrastructure of Internet and storing consumer product information resources located at one or more of said plurality of URLs stored in said relational database, and being related to one or more of said plurality of UPN-labeled consumer products; and

wherein each said Internet-enabled consumer product information kiosk being capable of automatically transmitting to said Internet information server a request for consumer product information resources on the Internet about a UPN-labeled consumer product registered with said relational database;

wherein each said request may include either the UPN, TM and/or PD symbolically linked to the UPN assigned to a registered UPN-labeled consumer product on which consumer product information on the Internet is being sought by a consumer within said retail store environment,

whereby each request transmitted by said Internet-enabled consumer product information kiosk is received by said Internet information server, and the UPN, TM and/or PD contained in said request is recovered by said Internet information server and used to access said URLs

symbolically linked to the UPN, TM and/or PD and stored in said relational database, and said URLs accessed from said relational database are transmitted to said Internet-enabled consumer product information kiosk for display thereon and use by a consumer in accessing consumer product information resources stored in said Internet-enabled product information servers, at said URLs.

Claims 40-43 (canceled)

Claim 44 (new): The retail-based consumer product information search and delivery system of claim 39, wherein said UPN assigned to each said UPN-labeled consumer product is a unique Uniform Product Code (UPC) number assigned to said UPN-labeled consumer product.

Claim 45 (new): The retail-based consumer product information search and deliver system of claim 39, wherein at least one of said Internet-enabled consumer product information kiosks has: (i) an automatic bar code symbol reader for automatically reading the UPN labels on said plurality of UPN-labeled consumer products and entering UPN information into said Internet-enabled consumer product information kiosk, (ii) a touch-type data entry and display screen for entering TM and PD related information into said Internet-enabled consumer product information kiosk and displaying consumer product information resources accessed from Internet-based information servers, and (ii) UPN, TM and/or PD directed modes of consumer product information search operation.

Claim 46 (new): The retail-based consumer product information search and delivery system of claim 39, wherein each said Internet-enabled consumer product information kiosk comprises an Internet browser program enabling either the UPN, TM and/or PD symbolically linked to the UPN of a registered UPN-labeled consumer product, to be used to access consumer product information resources contained within said Internet-enabled product information servers.

Claim 47 (new): The retail-based consumer product information search and delivery system of claim 39, wherein said consumer product information resources contain multi-media information content relating to one or more of said plurality of UPN-labeled consumer products.

Claim 48 (new): The retail-based consumer product information search and delivery system of claim 45, wherein said automatic bar code symbol reader is an automatic laser scanning bar code symbol reader.

Claim 49 (new): The retail-based consumer product information search and delivery system of claim 39, wherein the manufacturer or an agent thereof uses an Internet-enabled browser to access said relational database, and manage UPN/TM/PD/URL information links stored therein.

Claim 50 (new): The retail-based consumer product information search and delivery system of claim 39, wherein said consumer product information resources includes information items selected from the group consisting of product advertisements, products specifications, product updates, product distributors, product warranty/servicing, and product incentives including rebates, discounts and coupons.

Claim 51 (new): The retail-based consumer product information search and delivery system of claim 39, wherein said Internet-enabled consumer product information kiosk comprises:

- a housing of compact construction;

- a bar code symbol reader, integrated with said housing, for reading a UPN-encoded bar code symbol on a consumer product being offered for sale in said retail store environment, and producing symbol character data representative of the UPN encoded within said UPN-encoded bar code symbol;

- an Internet accessing mechanism, integrated with said housing, responsive to the symbol character data produced from said bar code symbol reader, and automatically accessing from said Internet database server, a plurality of URLs symbolically-linked to the UPN encoded within said UPN-encoded bar code symbol read by said bar code symbol reader; and

- a display screen, integrated with said housing, for visually displaying said plurality of URLs symbolically-linked to said UPN, and consumer product related information resources accessed from said Internet-enabled product information servers in response to selecting at least one of said URLs displayed on said display screen.

Claim 52 (new): The retail-based consumer product information search and delivery system of claim 51, wherein said display screen is touch-type display screen.

Claim 54 (new): The retail-based consumer product information search and delivery system of claim 52, wherein said touch-type display screen comprises an LCD panel.

Claim 54 (new): A retail-based consumer product information search and delivery system installed in a retail store environment and driven by a manufacturer-managed Internet-based consumer product information management and delivery network, said retail-based consumer product information search and delivery system comprising:

- a subsystem of shelves for supporting one or more UPN-labeled consumer products; and
- a plurality of consumer product information kiosks operably connected to the infrastructure of the Internet, and mounted relative to said subsystem of shelves, and configured for reading UPN-encoded symbols on said UPN-labeled consumer products and automatically displaying a plurality of URLs pointing to one or more consumer product information resources on the Internet that have been linked to the read UPN, by the manufacturer of the consumer product and/or an agent thereof; and

wherein said manufacturer-managed Internet-based consumer product information management and delivery network enables manufacturers and/or their agents to manage and deliver manufacturer-specified consumer product information resources to consumers having access to any one of said plurality of Internet-enabled consumer product information kiosks installed within said retail store environment.

Claim 55 (new): The retail-based consumer product information search and delivery system of claim 54, wherein said manufacturer-managed Internet-based consumer product information management and delivery network comprises:

- a relational database accessible by the manufacturer of a plurality of UPN-labeled consumer products offered for sale within said retail store environment, or by an agent thereof, for storing therein information elements representative of

- (1) a plurality of universal product numbers (UPNs) assigned to a plurality of UPN-labeled consumer products manufactured by said manufacturer and registered with said

relational database, and

(2A) a trademark (TM) symbolically linked to each said UPN,

(2B) a product description (PD) symbolically linked to each said UPN, and

(2C) one or more uniform resource locators (URLs) symbolically linked to each said UPN,

wherein each said URL specifies the location of a consumer product information resource located on the Internet related to one of said plurality of UPN-labeled consumer products registered with said relational database by said manufacturer, and

wherein a UPN/TM/PD/URL data link is created and maintained in said relational database for each UPN-labeled consumer product registered with said relational database by the manufacturer;

an Internet information server, operably connected to the infrastructure of the Internet and said relational database server, and being capable of servicing a request made by one or said Internet-enabled consumer product information kiosks, for information on the Internet about one of said plurality of UPN-labeled consumer products registered with said relational database by said manufacturer;

a plurality of Internet-enabled product information servers, each operably connected to the infrastructure of Internet and storing consumer product information resources located at one or more of said plurality of URLs stored in said relational database, and being related to one or more of said plurality of UPN-labeled consumer products; and

wherein each said Internet-enabled consumer product information kiosk being capable of automatically transmitting to said Internet information server a request for consumer product information resources on the Internet about a UPN-labeled consumer product registered with said relational database;

wherein each said request may include either the UPN, TM and/or PD symbolically linked to the UPN assigned to a registered UPN-labeled consumer product on which consumer product information on the Internet is being sought by a consumer within said retail store environment,

whereby each request transmitted by said Internet-enabled consumer product information kiosk is received by said Internet information server, and the UPN, TM and/or PD contained in said request is recovered by said Internet information server and used to access said URLs

symbolically linked to the UPN, TM and/or PD and stored in said relational database, and said URLs accessed from said relational database are transmitted to said Internet-enabled consumer product information kiosk, for display thereon, and use by a consumer in accessing information resources stored in said Internet-enabled product information servers, at said URLs.

Claim 56 (new): The retail-based consumer product information search and delivery system of claim 55, wherein said UPN assigned to each said UPN-labeled consumer product is a unique Uniform Product Code (UPC) number assigned to said UPN-labeled consumer product.

Claim 57 (new): The retail-based consumer product information search and deliver system of claim 55, wherein at least one of said Internet-enabled consumer product information kiosks has: (i) an automatic bar code symbol reader for automatically reading the UPN labels on said plurality of UPN-labeled consumer products and entering UPN information into said Internet-enabled consumer product information kiosk, (ii) a touch-type data entry and display screen for entering TM and PD related information into said Internet-enabled consumer product information kiosk and displaying consumer product information resources accessed from Internet-based information servers, and (ii) UPN, TM and/or PD directed modes of consumer product information search operation.

Claim 58 (new): The retail-based consumer product information search and delivery system of claim 55, wherein each said Internet-enabled consumer product information kiosk comprises an Internet browser program enabling either the UPN, TM and/or PD symbolically linked to the UPN of a registered UPN-labeled consumer product, to be used to access consumer product information resources contained within said Internet-enabled product information servers on the Internet.

Claim 59 (new): The retail-based consumer product information search and delivery system of claim 55, wherein said consumer product information resources contain multi-media information content relating to one or more of said plurality of UPN-labeled consumer products.

Claim 60 (new): The retail-based consumer product information search and delivery system of

claim 56, wherein said automated bar code symbol reader is an automatic laser scanning bar code symbol reader.

Claim 61 (new): The retail-based consumer product information search and delivery system of claim 54, wherein the manufacturer or an agent thereof uses an Internet-enabled browser to access said relational database, and manage UPN/TM/PD/URL information links stored therein.

Claim 62 (new): The retail-based consumer product information search and delivery system of claim 55, wherein said consumer product information resources includes information items selected from the group consisting of product advertisements, products specifications, product updates, product distributors, product warranty/servicing, and product incentives including rebates, discounts and coupons.

Claim 63 (new): The retail-based consumer product information search and delivery system of claim 55, wherein said Internet-enabled consumer product information kiosk comprises:

- a housing of compact construction;

- a bar code symbol reader, integrated with said housing, for reading a UPN-encoded bar code symbol on a consumer product being offered for sale in said retail store environment, and producing symbol character data representative of the UPN encoded within said UPN-encoded bar code symbol;

- an Internet accessing mechanism, integrated with said housing, responsive to the symbol character data produced from said bar code symbol reader, and automatically accessing from said Internet database server, a plurality of URLs symbolically-linked to the UPN encoded within said UPN-encoded bar code symbol read by said bar code symbol reader; and

- a display screen, integrated with said housing, for visually displaying said plurality of URLs symbolically-linked to said UPN, and consumer product related information resources accessed from said Internet-enabled product information servers in response to selecting at least one of said URLs displayed on said display screen.

Claim 64 (new): The retail-based consumer product information search and delivery system of claim 63, wherein said display screen is touch-type display screen.



Claim 65 (new): The retail-based consumer product information search and delivery system of claim 64, wherein said touch-type display screen comprises an LCD panel.